

# Original oratory Audience Analysis

## LISTENER PERSONALITY STYLES

<b>CONCRETE</b> <b>RANDOM</b> <b>-INTUITIVE</b> <b>LEAPS</b> <b>-OPEN</b> <b>POSSIBILITIES</b> <b>-BIG PICTURE</b> <b>-LONG TERM</b> <b>-“WHAT IF...?”</b> <b>4</b>	<b>ABSTRACT</b> <b>RANDOM</b> <b>-PEOPLE PERSON</b> <b>-WHOLE</b> <b>EXPERIENCE</b> <b>-CONCERN IS W/</b> <b>FEELINGS</b> <b>1</b>
<b>CONCRETE</b> <b>3 SEQUENTIAL</b> <b>-PREFERS</b> <b>HANDS-ON</b> <b>-PRACTICAL</b> <b>MATERIAL</b> <b>-STEP BY STEP</b> <b>-“WILL THE</b> <b>SOLUTION</b> <b>WORK?</b>	<b>2ABSTRACT</b> <b>RANDOM</b> <b>-PREFERS</b> <b>RATIONAL</b> <b>-FOSTERS</b> <b>INTELLECT</b> <b>-LOOKS FOR ORG.</b> <b>-</b> <b>FACTS/STATISTICS</b>

## ORATORY WHEEL

<b>POSSIBILITIES</b> <b>-WHAT DOES IT</b> <b>MEAN</b> <b>FOR THE LONG</b> <b>TERM</b> <b>-SHOW THE BIG</b> <b>PICTURE</b> <b>4</b>	<b>INVOLVEMENT</b> <b>-SHY SHOULD</b> <b>WE CARE</b> <b>ABOUT THE</b> <b>PROBLEM</b> <b>-WHY DO YOU</b> <b>CARE</b> <b>ABOUT THE</b> <b>PROBLEM</b> <b>1</b>
<b>PRACTICALITY</b> <b>3</b> <b>-WHAT CAUSED</b> <b>THE PROBLEM?</b> <b>-HOW WILL THE</b> <b>SOLUTION</b> <b>WORK?</b>	<b>2FACTS</b> <b>-WHAT DOES</b> <b>THE</b> <b>EVIDENCE SAY?</b> <b>-WHAT ARE THE</b> <b>FACTS?</b> <b>-WHAT DO</b> <b>EXPERTS SAY?</b>

## **CONTENT ELEMENTS**

<b>-EFFECTS AND RAMIFICATIONS</b> <b>-</b> <b>ILLUSTRATIONS (HUMOROUS OR SERIOUS)</b> <b>-ALLUSIONS</b> <b>4</b>	<b>-HUMOR</b> <b>-STORIES</b> <b>-PERSONAL EXAMPLES AND INVOLVEMENT</b> <b>1</b>
<b>-PRACTICAL 3 ANALYSIS &amp; APPLICATIONS</b> <b>-SOLID SOLUTION</b> <b>-TIGHT ORGANIZATION</b>	<b>2-FACTS AND STATS</b> <b>-EXPERT OPINION</b> <b>-LOGICAL ORDER</b> <b>-EXACT LANGUAGE</b>

## **PHYSICAL DELIVERY**

<b>-UNIQUE ELEMENTS THAT SHOW YOUR INDIVIDUALITY</b> <b>-OPEN</b> <b>-HIGH ENERGY</b> <b>-BEYOND ORDINARY</b> <b>4</b>	<b>-PERSONAL WARMTH</b> <b>-EYE CONTACT</b> <b>-RELAXED</b> <b>-</b> <b>CONVERSATIONAL</b> <b>-LIKE YOU'RE TALKING JUST TO THEM</b> <b>1</b>
<b>-MOVEMENT WITH 3 PURPOSE, NO RANDOM GESTURES</b> <b>-CONTROL</b>	<b>2-GESTURES AND MOVEMENT THAT SUPPORT MEANING</b> <b>-CLEAR ARTICULATION</b> <b>-EXACT PRONUNCIATION</b>

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